

YOUNG ADULT SMOKER TARGET

AN IN-DEPTH LOOK

PREPARED FOR
PHILIP MORRIS, U.S.A.
SEPTEMBER 22, 1989



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BACKGROUND

- ✓ **PM/LB Co. RECOGNIZE NEED TO BETTER UNDERSTAND YOUNG ADULT SMOKERS**
 - **REPRESENT A KEY TARGET ACROSS ALL PM BRANDS**

- ✓ **OVERALL, PM BRANDS ENJOY DOMINANT SHARE AMONG 18 TO 24 YEAR OLD TARGET**
 - **71% OF 18-21 YEAR OLD SMOKERS**
 - **62% OF 22-24 YEAR OLD SMOKERS**

SOURCE: 1988 TRACKING

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✓ **FURTHER, SEVERAL BRAND SPECIFIC ISSUES ALSO FOCUS ATTENTION ON THIS TARGET**

-- **MARLBORO: 18-24 YEAR OLDS REPRESENT LARGE PROPORTION OF FRANCHISE**

- **30% OF ALL MARLBORO SMOKERS ARE 18-24 YEARS OLD**

-- **VIRGINIA SLIMS: EXPERIENCING SHARE DECLINE AMONG 18-24 YEAR OLD WOMEN**

- **SHARE HAS SLIPPED FROM 11.2% IN 1986 TO 8.7% IN 1988**

-- **PRICE/VALUE PRODUCTS: ATTRACTING YOUNGER SMOKERS INTO THIS TRADITIONALLY "OLDER" CATEGORY**

- **MAGNA TRIERS SKEW YOUNGER THAN CATEGORY**

-- **MERIT: WHILE NEVER A "YOUNG" BRAND, ONLY 7% OF MERIT SMOKERS ARE 18-24 YEAR OLDS**

- **LOSING SHARE AMONG THIS TARGET**

✓ **CURRENT RESEARCH DESIGNED TO EXPLORE GENERAL 18 TO 24 SMOKER TARGET IN-DEPTH**

-- **OBVIOUSLY, SEPARATE STUDY REQUIRED TO ADDRESS BRAND SPECIFIC ISSUES**

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RESEARCH OBJECTIVES

✓ **THIS STUDY INITIATED AS PART OF WORLDWIDE PILOT TO OBTAIN INSIGHTS INTO YOUNG ADULT SMOKERS**

-- **TO FURTHER CURRENT UNDERSTANDING ABOUT WHO THE TARGET IS/WHAT THEY ARE LIKE**

● **U.S. MARKETS CHOSEN TO REPRESENT "TREND" MARKETS**

- **MANHATTAN**
- **LA**

● **INTERNATIONAL MARKETS CHOSEN BASED ON IMPORTANCE TO PMI BUSINESS**

- **TOKYO**
- **FRANKFURT**
- **LAUSANNE/LUCERNE**

✓ **TODAY'S FINDINGS WILL FOCUS ON U.S. LEARNING**

-- **RELEVANT INTERNATIONAL FINDINGS WILL BE HIGHLIGHTED**

WHAT WE DID

- ✓ **TO ADDRESS PILOT OBJECTIVES, 2 PHASE PROGRAM INITIATED**

1. PRIMARY RESEARCH CONDUCTED VIA PERSONAL DEPTH INTERVIEWS IN MAY 1989

- **TOTAL OF 20 INTERVIEWS AMONG 18 TO 25 YEAR OLD SMOKERS IN MANHATTAN AND LOS ANGELES**
- **EQUAL NUMBER OF MALES AND FEMALES**
- **NO BRAND QUOTAS, HOWEVER, NEARLY HALF WERE MARLBORO SMOKERS**
- **INTERVIEW EXPLORED AREAS KNOWN TO REVEAL VALUABLE TARGET INSIGHTS**

- **INNER FEELINGS/ATTITUDES/OPINIONS**

- **BIGGEST PROBLEM/CONCERN**
- **MOST IMPORTANT THING IN THE WORLD**
- **LOOKING AHEAD 5 YEARS**
- **REACTIONS TO ADVERTISING**

- **"WHAT'S HOT"/"WHO'S COOL"**

- **MUSIC/MOVIES/TV SHOWS**
- **IMAGINARY "GIFT" LIST**
- **ACTIVITIES/INTERESTS**
- **STYLE/FASHION**
- **CELEBRITIES/PERCEPTIONS OF "COOL" PERSON**

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2. COMPREHENSIVE LITERATURE REVIEW INITIATED

- TO PROVIDE BROADER CONTEXT FOR
INTERPRETING/UNDERSTANDING PRIMARY
RESEARCH FINDINGS**

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WHAT WE'LL COVER

I. OVERVIEW: GLOBAL PERSPECTIVE

II. A LOOK AT OUR U.S. TARGET

**WHERE THEY ARE
WHO THEY'D LIKE TO BE
WHAT THEY VALUE**

III. FEELINGS ABOUT ADVERTISING

IV. CONCLUSIONS/IMPLICATIONS

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I. OVERVIEW

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I. OVERVIEW: GLOBAL PERSPECTIVE

✓ U.S. FINDINGS REMARKABLY SIMILAR TO THOSE ABROAD

-- WORLDWIDE TARGET AT KEY TRANSITION IN THEIR LIVES WHICH PRESENTS SIMILAR PERSONAL CHALLENGES

- **EXCITED/ANXIOUS ABOUT "IN-BETWEEN" STAGE, ESTABLISHING INDIVIDUALITY KEY TASK**

- **GROUP ACCEPTANCE/BELONGING ALSO IMPORTANT**

- **THIS TRANSITION IS OCCURRING IN THE CONTEXT OF A CULTURAL SHIFT BACK TO BASIC, TRADITIONAL VALUES**

- **SEARCH FOR STABILITY, A "BALANCED" LIFE APPEARS TO BE DESIRED GOAL**

-- ADDITIONALLY, TARGET HAS SIMILAR DEFINITION OF LIKEABLE ADVERTISING

- **ACROSS MARKETS, APPEALING ADVERTISING STILL CHARACTERIZED AS RELEVANT/LIKEABLE**

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- ✓ **REMARKABLE CONSISTENCY REGARDING TASTES/TRENDS AMONG THIS TARGET AROUND THE WORLD EXPLAINED BY ADVANCEMENTS IN TWO KEY AREAS:**

- 1. COMMUNICATIONS TECHNOLOGY**
- 2. GLOBAL MARKETING/DISTRIBUTION SYSTEMS**

-- ENABLES TARGET TO:

- **SHARE COMMON EXPERIENCES**
- **BUY COMMON PRODUCTS**
 - **CREATING COMMON YOUTH CULTURE**

- ✓ **AS A RESULT, TODAY'S YOUNG ADULTS ARE SINGLE MOST HOMOGENEOUS GROUP IN HISTORY**

- BOTH DOMESTIC AND INTERNATIONAL FINDINGS SUPPORT EVIDENCE OF THE EXISTENCE OF A GLOBAL COMMUNITY**
- THIS PHENOMENON BEING REPORTED IN INDUSTRY SOURCES, AS WELL AS IN ACADEMIC LITERATURE**

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II. A LOOK AT OUR U.S. TARGET

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II. A LOOK AT OUR U.S. TARGET: WHERE THEY ARE

- ✓ **IN ORDER TO REALLY GET TO KNOW TARGET, NEED TO UNDERSTAND UNIQUE STAGE IN LIFE**

-- PROVIDES IMPORTANT CONTEXT FOR FINDINGS

- ✓ **FIRST, THEY ARE A "MOVING" TARGET, IN TRANSITION FROM ADOLESCENCE TO YOUNG ADULthood**

-- RESPONDENTS DEFINE IT AS AN "IN-BETWEEN" STAGE

**"YOU'RE AT LIKE AN INTERCESSION,
IN-BETWEEN BUT NOT STILL A TEENAGER"**

**"IN THE MIDDLE, DON'T HAVE TO SETTLE
DOWN. CAN STILL BE YOUNG BUT OLDER THAN
COLLEGE AGE"**

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✓ **KEY TASK AT THIS STAGE IS FOR TARGET TO ESTABLISH OWN IDENTITY**

-- **TO ACCOMPLISH THIS, BEGIN TO SEPARATE FROM PARENTS AND IDENTIFY MORE CLOSELY WITH PEERS**

-- **GRADUALLY BEGIN TO ASSUME INCREASED RESPONSIBILITIES**

● **LEADING TO GOAL OF INDEPENDENCE/
SELF-SUFFICIENCY**

✓ **THIS EVOLUTION IS WELL-DOCUMENTED IN THE LITERATURE**

**"THE PRINCIPAL TASKS OF THE TWENTIES ARE
TO SHAPE A DREAM, THAT VISION OF ONE'S
OWN POSSIBILITIES IN THE WORLD; TO
PREPARE FOR LIFE WORK; TO FORM THE
CAPACITY FOR INTIMACY, WITHOUT LOSING
WHATEVER CONSTANCY OF SELF WE HAVE THUS
FAR ASSEMBLED"**

**PASSAGES
GAIL SHEEHY**



✓ DURING THIS STAGE, TARGET ENJOYS FREEDOM TO
EXPERIMENT WITH NEW POSSIBILITIES WITHOUT HAVING TO
COMMIT

"I LIKE THIS AGE. I'M OLD ENOUGH TO TRY
THINGS I'VE NEVER DONE BEFORE - BARS,
LIVE-IN BOYFRIENDS, NO PARENTS - BUT I
STILL HAVE FREEDOM, I MEAN IF IT DOESN'T
WORK, I'LL JUST MOVE ON. I STILL HAVE MY
WHOLE LIFE AHEAD OF ME"

"YOU'RE AT AN AGE WHERE YOU HAVE THE TIME
TO CHANGE THE MAJOR DECISIONS IN YOUR
LIFE"

✓ EXPLAINS WHY THIS TARGET TENDS TO BE NATURAL
"TRIERS"

-- AS A RESULT, MANY TRENDS ORIGINATE
WITH THIS GROUP

✓ PEERS REPLACE PARENTS AS THE REFERENCE GROUP
REGARDING WHAT'S ACCEPTABLE, WHAT ISN'T

✓ INFLUENCE OF PEER GROUP EXPLAINS WHY TRENDS/PRODUCTS
ARE OFTEN ADOPTED "EN MASSE"

-- MAY APPEAR TO BE A CONTRADICTION GIVEN TARGET'S
DESIRE TO EXPRESS INDIVIDUALITY/INDEPENDENCE

● IT'S SAFER TO BE DIFFERENT IN
A GROUP

"YOUNG PEOPLE YEARN FOR BELONGING
AND INDIVIDUALITY SIMULTANEOUSLY"

"BOOM OR BUST"
ADWEEK, DECEMBER 1988

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✓ **IN FACT, CIGARETTES ARE AN EXAMPLE OF THIS
PHENOMENON**

-- **MAJORITY OF TARGET AGREED WITH:**

**"IT IS NOT IMPORTANT TO ME TO SMOKE THE
SAME BRAND OF CIGARETTES AS MY PEERS DO"**

**"IT IS NOT IMPORTANT TO ME TO SMOKE THE
MOST POPULAR BRAND OF CIGARETTES IN THE
MARKET"**

-- **HOWEVER, HALF OF THE SAMPLE SMOKE MARLBORO
AND IN TOTAL, 3/4 CONSIDER BRAND TO BE "IN"**

- ✓ **TARGET'S NEW FREEDOM/INDEPENDENCE BRINGS WITH IT NEW RESPONSIBILITIES**
- ✓ **NOT SURPRISINGLY, ASSUMING THESE NEW RESPONSIBILITIES IS OFTEN ACCOMPANIED BY GENERAL FEELINGS OF ANXIETY AND INSECURITY**

"I'M NOT SURE THINGS WILL WORK OUT"

"IT'S A FUN TIME, BUT NOT REAL STABLE"

"DURING THE TWENTIES, THE DESIRE TO EXPLORE OPPORTUNITIES AND POSSIBILITIES IS USUALLY AT ODDS WITH THE DESIRE FOR STABILITY"

THE SEASONS OF A MAN'S LIFE
DANIEL LEVINSON, PH.D.
YALE UNIVERSITY

- ✓ **AS A RESULT, NEED FOR CONTROL/SELF-SUFFICIENCY CRITICAL**

"IT'S LIKE A CIRCLE, YOU KNOW. BEING AWAY FROM THE 'RENTS MEANS FREEDOM, BUT IT ALSO MEANS KEEPING IT ALL TOGETHER. THEY'D STILL BE THERE, OF COURSE, BUT YOU WANT TO PROVE TO THEM THAT THEY DON'T NEED TO BE"

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✓ **SUCCESSFULLY ESTABLISHING CLOSE RELATIONSHIPS ANOTHER DEVELOPMENTAL MILESTONE AT THIS STAGE**

- **REPRESENTS SINGLE "MOST IMPORTANT THING IN THE WORLD" TO TARGET**

"THE MOST IMPORTANT THING IN THE WORLD TO ME IS LOVE AND CONSIDERATION. BASICALLY, I FEEL IT'S VERY IMPORTANT FOR PEOPLE TO FEEL LOVE AND TRUST"

"THE MOST IMPORTANT THING IN THE WORLD TO ME IS MY BOYFRIEND. WE HAVE A GREAT RELATIONSHIP AND RIGHT NOW I DON'T LIKE SCHOOL AND I'M NOT SURE ABOUT THE REST OF MY LIFE SO HE'S THE ONE STABLE THING I HAVE"

✓ **BUT ALSO A SOURCE OF WORRIES, CAUSE FOR ANXIETY**

- **GETTING/LOSING GIRLFRIEND/BOYFRIEND**
- **HAVING A SUCCESSFUL MARRIAGE**
- **HAVING A GOOD FAMILY LIFE**

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- ✓ ANOTHER MAJOR CONCERN FOR THE TARGET IS ACHIEVING FINANCIAL INDEPENDENCE

"MY BIGGEST PROBLEM IS MONEY. LIVING IN NEW YORK CITY YOU CAN NEVER HAVE ENOUGH. IT'S HARD TO LIVE ON YOUR OWN IF YOU DON'T HAVE A LOT OF MONEY"

"I WORRY ABOUT PAYING MY RENT"

- ✓ NOT SURPRISINGLY, TARGET'S KEY DESIRE 5 YEARS DOWN THE ROAD IS FOR GREATER EMOTIONAL AND FINANCIAL SECURITY

"I'D LIKE TO BE MORE FINANCIALLY WELL-OFF. I'D BE IN MY PRESENT JOB BUT BE ABLE TO DO MORE WITH IT AND BE INVOLVED IN A SEMI-SERIOUS RELATIONSHIP WHERE MARRIAGE MIGHT BE PENDING"

"I'D LIKE TO BE WORKING SOMEWHERE IN THE ARTS, HAVE A NICE BANK ACCOUNT AND PLANNING MY NEXT STAGE OF LIFE, WHICH WILL BE MARRIAGE AND CHILDREN"

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- ✓ AS WE HAVE JUST DISCUSSED, THIS "IN-BETWEEN" STAGE CAN BE STRESSFUL AND UNSTABLE AT TIMES
- ✓ HOWEVER, CONSISTENT WITH THE MANY CONTRADICTORY FEELINGS THAT CHARACTERIZE THIS PHASE OF LIFE, MOST REMAIN OPTIMISTIC

- ENJOY THEIR NEW FOUND FREEDOM

- LOOK FORWARD TO THE FUTURE

"I DON'T WANT TO BE ANY OTHER AGE. I CAN DO WHAT I WANT, WHEN I WANT. IT'S NOT THAT I'M IRRESPONSIBLE. I'M JUST FINALLY ENJOYING MY FREEDOM"

"I LIKE THIS AGE. I HAVE A LOT TO LOOK FORWARD TO, A LOT OF POTENTIAL"

- ✓ IN DIRECT CONTRAST TO DOMESTIC AND EUROPEAN TARGET, JAPANESE CONSUMERS ARE LESS OPTIMISTIC ABOUT THE FUTURE

- ENTERING WORK FORCE SIGNALS LOSS OF INDIVIDUALITY

- DOMINANT CULTURAL VALUE IS CONFORMITY

WHERE THEY ARE: SUMMARY

- ✓ **TARGET IS EXPERIENCING UNIQUE TRANSITIONAL STAGE IN LIFE**
 - **MARKED BY THREE KEY DEVELOPMENTAL TASKS**
 1. **ESTABLISHING OWN IDENTITY/SEPARATING FROM PARENTS**
 2. **DEVELOPING INTIMATE RELATIONSHIPS**
 3. **PREPARING FOR FUTURE ECONOMIC SECURITY**
- ✓ **THESE PERSONAL CHANGES ARE ACCOMPANIED BY FEELINGS OF ANXIETY/INSTABILITY**
 - **AS A RESULT HEIGHTENS TARGET'S DESIRE FOR CONTROL/SELF-SUFFICIENCY**
- ✓ **DURING THIS TIME, PEERS BECOME THE REFERENCE GROUP**
 - **PROVIDES MANY PARENTAL FUNCTIONS--COMFORT, REASSURANCE**

WHO THEY'D LIKE TO BE

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WHO THEY'D LIKE TO BE

- ✓ **DURING PERIODS OF PERSONAL TRANSITION, PEOPLE OFTEN LOOK TO ROLE MODELS FOR GUIDANCE**
- ✓ **FINDINGS PROVIDE VALUABLE INSIGHTS REGARDING CHARACTERISTICS TARGET FINDS ASPIRATIONAL ("COOL")**
 - **PROVIDES CONTEXT FOR WHO THEY'D LIKE TO BE**
- ✓ **CONSISTENT PROFILE EMERGED WHEN RESPONDENTS DESCRIBED:**
 - **"COOL" PERSON**
 - **FAVORITE CELEBRITIES**

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✓ **TARGET DESCRIBED IMAGINARY "COOL" PERSON AS WELL-
ROUNDED YOUNG ADULT MALE**

-- **"COOL" IS COMPETENT/IN-CONTROL AND CARING**

-- **IMPORTANTLY, DEFINED BY WHO HE IS, NOT WHAT HE
OWNS**

✓ **SENSE OF COMPETENCE/CONTROL DEFINED IN TERMS OF
KNOWING WHO YOU ARE AND BEING TRUE TO YOURSELF**

**"HE KNOWS WHAT HE WANTS OUT OF LIFE AND
HE'S ASSERTIVE WITH WHAT HE WANTS. HE
HAS A SENSE OF DIRECTION AND TAKES PRIDE
IN HIMSELF. HE HAS HIS OWN UNIQUE STYLE"**

**"HE'S SERIOUS ABOUT WHAT HE WANTS TO DO.
HE KNOWS WHAT HE LIKES AND DISLIKES AND
IS NOT INFLUENCED BY PEER PRESSURE"**

✓ **BEING "OWN PERSON" PARTICULARLY IMPORTANT TO THE
JAPANESE**

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✓ **ALTHOUGH INDEPENDENT AND SELF-SUFFICIENT, "COOL"
PERSON IS CARING/SENSITIVE AND ALWAYS THERE FOR HIS
FRIENDS**

**"HE'S SOMEONE WHO'S SENSITIVE WITH WHOM
YOU CAN TALK TO AND HAVE A DECENT,
MEANINGFUL CONVERSATION. HE'S LIKE
EVERYONE'S BEST FRIEND"**

**"HE'S FAIR AND SENSITIVE. A REAL GIVING
TYPE OF FRIEND. HE'D NEVER LET YOU
DOWN"**

✓ IMPORTANTLY, "COOL" IS NOT PRETENTIOUS OR ALOOF

-- "COOL" IS REAL, CASUAL, ATTRACTIVE--
COMFORTABLE STYLE

"A GREAT GUY. HE'S THE TYPE THAT WOULD KNOW WHAT TO SAY AND WHEN. COOL BUT NOT TOO COOL, HE'S STILL SOMEONE WHO WOULD HANG AROUND WITH PEOPLE LIKE ME. HE'S CASUAL, NOT A GQ MODEL TYPE. AT HIS BEST JUST TALKING WITH FRIENDS AND DOING THE HANG"

"JEANS AND T-SHIRT TYPE. A REAL MARLBORO MAN. LEATHER JACKET. A BIT ELUSIVE BUT IF YOU NEEDED HIM, HE'D BE THERE. NEVER FORGETS THAT HE'S STILL JUST ONE OF THE GUYS"

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✓ **ASPIRATIONAL CHARACTERISTICS WERE ATTRIBUTED TO
FAVORITE CELEBRITIES**

- **EDDIE MURPHY**
- **DUSTIN HOFFMAN**
- **CLINT EASTWOOD**
- **JEFF BRIDGES**
- **GLENN CLOSE**
- **JESSICA LANGE**
- **MERYL STREEP**

● **BASIS OF APPEAL:**

- **DESCRIBED AS "REAL", NOT STEREOTYPES**
- **TRUE TO SELF, HONEST VALUES**
- **CARE ABOUT WHAT THEY DO/SENSITIVE**

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- ✓ FINDINGS SUGGEST THAT A NEW DEFINITION OF MASCULINITY IS EMERGING

"HE'S NOT YOUR TYPICAL MACHO GUY. I THINK THE WHOLE MACHO FACADE IS DUMB. HE'S MORE REAL AND SENSITIVE. HE'S INTELLIGENT, EASY TO TALK TO AND FUN TO HANG OUT WITH"

- ✓ THIS SHIFT HAS ALSO BEEN OBSERVED IN OUR EUROPEAN MARKETS

-- FURTHER CONFIRMED IN SEPARATE PMI RESEARCH

✓ THE FRAGRANCE INDUSTRY, KNOWN FOR EXTENSIVE CONSUMER RESEARCH, ALSO REPORTS THAT DEFINITION OF MASCULINITY IS CHANGING

-- 1960s: DEEP, WOODSY, LEATHERY SCENTS FOR A "MAN'S MAN":

BRUT, ENGLISH LEATHER, ARAMIS

-- 1990s: COMPLEX BLENDS BRIDGING GAP BETWEEN MASCULINE AND FEMININE, MORE INTIMATE, CEREBRAL; CITRUS, FLORAL, WOODS AND SPICE:

CHRISTIAN DIOR'S FAHRENHEIT,
PACO RABANNE'S TENERE,
CLAIBORNE FOR MEN BY LIZ CLAIBORNE

-- THE "NINETIES MAN" IS REPORTED TO BE MORE SENSITIVE, LESS MACHO AND MORE COMPLEX

"HE'S INTROSPECTIVE. HE ASKS DEEPER QUESTIONS, STRIVES FOR HIGHER VALUES"

MAURICE ROGER
CHAIRMAN AND CEO
PARFUMES CHRISTIAN DIOR

WHO THEY'D LIKE TO BE: SUMMARY

- ✓ **IN TIMES OF PERSONAL TRANSITION, ROLE MODELS ARE IMPORTANT**
 - **PROVIDE GUIDANCE**
 - **PROJECT TRAITS THAT ARE ASPIRATIONAL/DESIRABLE**
- ✓ **TO THIS TARGET, CELEBRITIES SERVE SIMILAR FUNCTION**
 - **INTERESTINGLY, NO SINGLE STEREOTYPE EMERGED**
- ✓ **ASPIRATIONAL TRAITS IDENTIFIED BY TARGET INCLUDE:**
 - **BEING COMPETENT/IN-CONTROL/SELF-ASSURED**
 - **BEING SENSITIVE**
 - **BEING A GOOD FRIEND**
 - **BEING WELL-ROUNDED**

●...IN OTHER WORDS, REAL
- ✓ **THESE TRAITS ARE NECESSARY TO SUCCESSFULLY MANAGE TRANSITIONAL CHALLENGES OF EMERGING ADULTHOOD**

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WHAT THEY VALUE

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WHAT THEY VALUE

- ✓ **BEYOND KNOWING TARGET AS INDIVIDUALS, NEED TO UNDERSTAND TARGET IN A SOCIAL CONTEXT**
- **HAVE BROADENED THEIR HORIZONS OUTSIDE OF "ME"**
 - **"New" VALUES EMERGING**

LET'S TAKE A CLOSER LOOK...

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- ✓ FOR THE FIRST TIME, A NEW GENERATION, THE "BABY BUSTERS", BORN BETWEEN 1965 AND 1976, NOW KEY PM TARGET
- ✓ THEY ARE A DIFFERENT BREED FROM THE YUPPIES OF THE '80s

"WELCOME, THEN, THE MEMBERS OF THE NEXT GENERATION, WOMEN AND MEN WHO ARE NOW IN THEIR EARLY AND MID-TWENTIES. THESE BABY BUSTERS HAVE AN ENTIRELY DIFFERENT ATTITUDE TOWARD WORK AND LIFE THAN THE YUPPIES WHO CAME BEFORE THEM. IT'S NOT THAT THEY DON'T EXPECT TO BE SUCCESSFUL - THEY DO. BUT THEY WANT TO BE WELL-BALANCED HUMAN BEINGS, TOO. THEY WANT TO BE SOCIALLY INVOLVED CITIZENS WHO DO GOOD IN ADDITION TO DOING WELL. EVENTUALLY MANY OF THEM WANT TO BE PARENTS"

"25 AND TAKING OVER"
MADemoISELLE, AUGUST 1989

✓ COMPARED TO THE SELF-ABSORBED, HEDONISTIC AND MATERIALISTIC '80S, EVIDENCE THAT THE PENDULUM HAS SWUNG BACK

-- FINDINGS REVEAL A RETURN TO MORE BALANCED, TRADITIONAL VALUES

-- OUR TARGET EXPRESSED STRONG INTEREST IN 2 AREAS:

- PERSONAL GROWTH/SELF-FULFILLMENT
- CONCERN FOR OTHERS/AN OUTWARD FOCUS

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✓ **THIS BACK-TO-BASICS ORIENTATION REFLECTED IN "WHAT'S OUT"**

-- **ALL MARKETS CLAIMED THAT "PARTY" LIFESTYLE WAS "OUT"**

- **CLUB SCENE, DRUGS, CASUAL SEX, BEING OUT ALL NIGHT**

✓ **ADDITIONALLY, MAJORITY OF RESPONDENTS IN ALL MARKETS, EXCEPT NEW YORK, MENTIONED THAT EXCESSIVE MATERIALISM WAS "OUT"**

-- **DESIGNER JEANS/GOLD CHAINS/LOTS OF JEWELRY**

-- **FAST, FOREIGN CARS**

-- **"OVERT" CONCERN FOR LABELS**

✓ **HOWEVER, IN NEW YORK, ARMANI, PORSCHE, JAGUAR STILL PLAY**

-- **SUGGESTS THAT TRADITIONAL STATUS SYMBOLS MAY STILL BE RELEVANT BADGES IN NEW YORK**

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✓ WHILE THE YUPPIES' TOP PRIORITIES KEPT THEM MOVING

-- TAKING CARE OF THEIR BODIES

-- BEING ABOUT TOWN

-- NETWORKING OUTSIDE THE OFFICE

"THE YEAR OF THE YUPPIE"
NEWSWEEK, DECEMBER 1984

✓ OUR TARGET'S LEISURE ACTIVITIES REFLECT A MORE DOWN-
TO-EARTH LIFESTYLE

-- SPORTS/FITNESS

-- READING/BOOKS/MAGAZINES

-- WATCHING MOVIES

-- PAINTING/DRAWING/SCULPTING

- ✓ AS A RESULT, FINDINGS INDICATE AN APPRECIATION OF MORE TRADITIONAL SOCIALIZING

"A FUN EVENING TO ME IS JUST HANGING-OUT WITH A COUPLE OF FRIENDS, WATCHING A MOVIE AND TALKING"

"I RARELY GO OUT TO BARS AND CLUBS ANYMORE. I'D RATHER JUST HAVE A NICE QUIET EVENING WITH A FEW FRIENDS"

- ✓ SIGNALS A "NEW WHOLESOMENESS"...FOR THE '90s, MODERATION IS "IN"

"FOR BETTER OR WORSE, THE NEW WHOLESOMENESS IS HERE--IN FACT, IT'S EVERYWHERE...NO SMOKING, NO DRINKING, NO DRUGS, NO SEX, NO RISKS. THIS IS THE AGE OF TAKING A WALK ON THE SAFE SIDE, OF HIGH FIBER AND HARD WORK"

"THE NEW WHOLESOMENESS"
MADemoISELLE, JANUARY 1988

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✓ THE RETURN TO HEARTH AND HOME VALUES HAS BEEN IDENTIFIED AS "NEOTRADITIONALISM" ACROSS INDEPENDENT SURVEYS OF SOCIAL VALUES*

-- A BLEND OF TRADITIONAL '50S VALUES WITH THOSE OF THE '70S AND '80S

* YANKELOVICH, CLANCY & SHULMAN; GALLUP; SRI; ROPER; LANGER ASSOCIATES

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✓ THE TARGET IS ALSO CONCERNED FOR WORLD ISSUES

-- MOST FREQUENTLY MENTIONED WAS THE ENVIRONMENT

- GREENHOUSE EFFECT
- RAIN FORESTS
- OIL SPILLS

-- THE FOLLOWING ISSUES WERE ALSO TOP-OF-MIND:

- | | |
|---------------|-----------------|
| ● NUCLEAR WAR | ● POLITICS |
| ● AIDS | ● FREEDOM |
| ● ABORTION | ● CHILD ABUSE |
| ● DRUGS | ● RAPE/BEATINGS |

"NUCLEAR WAR SCARES ME. AND I'M CONCERNED ABOUT PLANTS, YOU KNOW, RAIN FORESTS AND STUFF. I'M WORRIED ABOUT WHAT IT DOES TO THE ATMOSPHERE AND CONCERNED FOR OUR CHILDREN"

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✓ CLEARLY, TARGET'S CONCERNS ARE REFLECTIVE OF LARGER MOVEMENT TOWARD SOCIAL CONSCIOUSNESS/ACTIVISM ON A GLOBAL SCALE

-- NUMEROUS CHARITY EVENTS, RALLIES AND CRISIS CONVENTIONS HAVE BEEN HELD OR ARE BEING PLANNED TO RAISE FUNDS/AWARENESS FOR THESE CAUSES

● INCLUDING CONCERTS/BENEFITS SPONSORED BY MUSICAL ARTISTS POPULAR AMONG TARGET

- MADONNA HEADLINED A BENEFIT TO SAVE THE BRAZILIAN RAIN FOREST, "DON'T BUNGLE THE JUNGLE!"
- GREENPEACE-BREAKTHROUGH ALBUM TO BE RELEASED IN SEPTEMBER FEATURING THE GRATEFUL DEAD, U2, INXS AND 21 OTHER GROUPS
- PAUL McCARTNEY WILL JOIN WITH FRIENDS OF THE EARTH FOR FALL 1989 WORLD TOUR TO RAISE ENVIRONMENTAL AWARENESS

✓ **INTEREST IN THESE WORLD ISSUES SUGGESTS THAT THE
TARGET HAS A BROAD, GLOBAL OUTLOOK**

-- **INDEPENDENT STUDY CONDUCTED AMONG 6,000 TEENS
AGED 14 TO 18 IN 10 COUNTRIES, INCLUDING THE
U.S., PROVIDES ADDITIONAL SUPPORT**

**"A NEW GENERATION IS GROWING UP NOT ONLY
WITH A KNOWLEDGE OF TECHNOLOGICAL AND
SCIENTIFIC ADVANCEMENT BUT WITH A
PARALLEL CONCERN FOR OTHERS AS WELL.
MANY TEENAGERS APPEAR TO BE RECOGNIZING
THAT THE WORLD IS THEIR COMMUNITY"**

✓ **GLOBAL OUTLOOK ALSO MEANS TARGET IS MORE AWARE/
SUSCEPTIBLE TO IMPORTS**

**"THEY WILL BE MORE LIKELY TO BUY IMPORTS
THAN OTHER GENERATIONS. THE
INTERNATIONAL FOCUS OF THE BABY BUSTERS,
BOTH AS IT AFFECTS POLITICS AND
CONSUMPTION, WILL REMAIN INTENSE"**

**"BUST OR BOOM?"
ADWEEK, DECEMBER 1988**

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✓ IN FACT, CULTURE HAS GONE GLOBAL AS NEVER BEFORE

"WORLD IS THE BUZZWORD NOW DESCRIBING CURRENTS IN FASHION, MUSIC AND FOOD, AND AMERICA IS LEADING THE WAY IN CONSUMING AND ASSIMILATING GLOBAL-- ESPECIALLY THIRD- AND FOURTH-WORLD--CULTURAL INFLUENCES.

WE CAN CHOOSE ANY TICKET TO BOARD THE GEOSTYLE TOUR BUS: A SOVIET WATCH OR GLASNOST-INSPIRED SUNGLASSES. A BAG MADE, LITERALLY, FROM A TURKISH KILIM RUG. A WRAP TOP OR LONG FULL SKIRT OF INDIAN SARI FABRIC. MIDDLE EASTERN TABOULI SALAD FOR LUNCH AND SPANISH TAPAS FOR DINNER. MUSIC FROM THE GIPSY KINGS, BRAZIL'S MILTON NASCIMENTO, THE BULGARIAN WOMEN'S CHOIR, SOUTH AFRICA'S LADYSMITH BLACK MAMBAZO OR JOHNNY CLEGG."

"STEPHEN TATUM, PH.D., AN EXPERT ON POPULAR CULTURE AT THE UNIVERSITY OF UTAH, THEORIZES THAT, 'IN OUR CORPORATE ECONOMY, IT'S HARD TO IDENTIFY WHERE POWER IS AND WHERE IT'S DISSEMINATED. THERE'S A KIND OF WEIGHTLESSNESS TO POSTMODERN LIFE.' SO, SAYS TATUM, 'WE APPROPRIATE WHAT IS BELIEVED TO BE A MORE AUTHENTIC LIFE, ASSIMILATING IT INTO OUR CULTURE--THEREBY MAKING OUR LIVES SEEM MORE REAL.'"

GLAMOUR, OCTOBER 1989

2500138027

WHAT THEY VALUE: SUMMARY

- ✓ KEY VALUES HELD BY TARGET REPRESENT A DISTINCT SHIFT FROM THE '80s

"BOOMERS"

SELF-ABSORBED
MATERIALISTIC
HEDONISTIC
NETWORKING

"BUSTERS"

OUTWARD FOCUS
SELF-FULFILLMENT
MODERATION/WHOLESOMENESS
HEARTH/HOME

-- REPRESENTS RETURN TO MORE TRADITIONAL VALUES

- ✓ AS CONSUMERS, EXPECT VALUES TO RESULT IN A MORE PRACTICAL/SENSIBLE ORIENTATION

-- LESS OSTENTATIOUS "INDULGENCES"

-- GREATER VARIETY/DEFINITION OF SUCCESS SYMBOLS

- ✓ HOWEVER, TARGET IS NOT GOING TO SACRIFICE QUALITY OR REJECT WELL-KNOWN BRAND NAMES THEY'VE GROWN UP WITH

- ✓ ADDITIONALLY, TARGET'S GLOBAL OUTLOOK WILL IMPACT THEIR CONSUMPTION BEHAVIOR

-- WILL BECOME INCREASINGLY SUSCEPTIBLE TO INFLUENCES FROM AROUND THE WORLD

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III. FEELINGS ABOUT ADVERTISING

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III. FEELINGS ABOUT ADVERTISING

✓ BY WAY OF CONTEXT, IMPORTANT TO NOTE THAT TARGET WAS FIRST GENERATION TO GROW UP WITH SESAME STREET AND MTV

-- SUGGESTS THAT TARGET IS MORE MEDIA SOPHISTICATED, PERHAPS A TOUGHER AUDIENCE

"BABY BUST MEMBERS DIFFER FROM BABY BOOMERS IN MANY SIGNIFICANT WAYS. BABY BUSTERS ARE MORE PRACTICAL, INDIVIDUALISTIC, VISUALLY ORIENTED, SENSITIVE TO MEDIA..."

"BUST OR BOOM?"
ADWEEK, DECEMBER 1988

✓ INSIGHTS INTO TARGET AID IN UNDERSTANDING THEIR REACTIONS TO ADVERTISING

-- LIKES AND DISLIKES WERE COLLECTED ON SPONTANEOUS BASIS

● NO ADVERTISING WAS EXPOSED

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✓ **RESPONDENTS RECALL OF APPEALING ADVERTISING
CHARACTERIZED BY THE FOLLOWING ELEMENTS**

-- ENTERTAINMENT VALUE

- **A COMMERCIAL WAS CONSIDERED FUN TO WATCH
PRIMARILY WHEN CONTAINED HUMOR, ACTION OR
RELEVANT CELEBRITY**

**"THE ONE ABOUT THE POLICEMAN WITH
THE STORY OF STEALING A CAR. IT
WAS DIRECT AND TO THE POINT. IT
MADE ME LAUGH" (HONDA)**

**"FUNNY, GRABS YOUR ATTENTION"
(FEDERAL EXPRESS)**

**"THE SHOTS OF MICHAEL JORDAN ARE
FAST MOVING. NOT BORING. THE
DIFFERENT CHARACTERS ARE INTER-
ESTING SPORTS FIGURES" (NIKE)**

**"ACTION, QUICK PACED, SHOWS MANY
THINGS" (CANADA)**

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-- **SENSE OF REALISM**

- **DEFINED AS REALISTIC PORTRAYAL OF SITUATIONS OR PRODUCT MESSAGE**

"SENSE OF REALISM. REAL LIFE SITUATION" (AMERICAN EXPRESS)

"THE PEOPLE ARE INDIVIDUALS" (LEVI'S 501'S)

"THEY SHOWED THE TRUTH ABOUT WHAT THE CONSUMER REPORTS CAME OUT WITH ABOUT THE CAR TO PROMOTE IT"

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-- PERSONAL RELEVANCE/IDENTIFICATION

- **A LIKEABLE COMMERCIAL EVOKES PERSONAL FEELINGS**

**"I LIKE HOW IT MAKES YOU
FEEL...SHAPELY, EMOTIONAL,
STRONG, DIFFERENT" (SAAB)**

-- OUTSTANDING EXECUTIONAL VALUES

- **NOT SURPRISINGLY, TARGET SENSITIVE TO EXECUTIONAL ELEMENTS**

"CHIC ART DIRECTION" (CHANEL No. 5)

2500138033

✓ BY CONTRAST, UNAPPEALING ADVERTISING DESCRIBED IN
TERMS OF WHAT IT LACKS

-- LACKS ENTERTAINMENT VALUE/BORING, ANNOYING

"THE SNUGGLE BEAR IS ANNOYING. I WANT TO
SHOOT THAT BEAR. I DON'T LIKE CARTOON
CHARACTERS" (SNUGGLE)

-- LACKS REALISTIC SITUATION OR PROBLEM/SOLUTION

"GRANDMA CALLING HOSPITAL SO OBVIOUS AND
BAD COPY. SLICE OF LIFE STUFF IS FAKE"
(N.Y. TELEPHONE)

"WHAT THEY SAY IS STUPID. LIKE 'I BUY MY
CALVINS BEFORE I PAY MY RENT'"
(CALVIN KLEIN)

"SPUDS MACKENZIE. BECAUSE IT'S STUPID TO
SAY YOU'LL GET ALL THE GIRLS IF YOU DRINK
THAT" (BUDWEISER)

-- LACKS RELEVANCE, TALKS DOWN TO VIEWER

"THOSE ADS FOR DETERGENTS AND TOOTHPASTES
ARE SILLY, UNREAL AND TALK DOWN TO YOU"

-- LACKS OUTSTANDING PRODUCTION VALUES

"UNPROFESSIONAL, LIKE HOME VIDEO" (SURF)

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✓ **FOR ADDITIONAL INSIGHTS, WE REVIEWED PREVIOUS RESEARCH ON SIMILAR TARGET**

-- **TWO EARLIER AGENCY STUDIES* ALSO INDICATED THAT APPEALING ADVERTISING IS:**

- **INVOLVING**
- **RELEVANT**
- **REALISTIC/BELIEVABLE**

- **NOTABLY, TODAY'S TARGET IS MORE ATTUNED TO PRODUCTION QUALITIES**

✓ **SUGGESTS THAT WHAT APPEALS TO OUR TARGET HAS REMAINED THE SAME**

-- **THESE PRINCIPLES ARE ESSENTIAL TO EFFECTIVELY COMMUNICATE WITH ANY TARGET**

✓ **HOWEVER, TODAY EXECUTIONAL NUANCE MORE CRITICAL**

-- **TO MAXIMIZE ADVERTISING EFFECTIVENESS, IMPORTANT TO PORTRAY TARGET IN MANNER CONSISTENT WITH THEIR ASPIRATIONS**

- **ALSO, RECOGNIZE TARGET AS CONSUMERS OF ADVERTISING**

***1982, "THEY ARE US: AN EXPLORATION OF TEENS IN THE '80s"**
1987, "TWEENS AND TEENS TALK ABOUT ADVERTISING"

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REACTIONS TO MOVIES

✓ FURTHER, TARGET APPLIES SAME CRITERIA TO MOVIES

-- APPEALING MOVIES HAD SAME QUALITIES:

- ENTERTAINMENT VALUE
 - ACTION
 - HUMOR
- SENSE OF REALISM
- MEANINGFUL/RELEVANT STORY
- EXECUTIONAL VALUES
 - ACTORS THAT ARE PERSONALLY RELEVANT/ASPIRATIONAL

"IT WAS ACTION PACKED, GRABBED YOUR ATTENTION, WASN'T BORING AND DIDN'T HAVE DOWN POINTS. HAD INTERESTING ACTORS AND ACTRESSES"

"I COULD RELATE TO WORKING GIRL. WE ALL WANT TO MAKE OURSELVES BETTER"

"RAINMAN'S THE BEST. IT TOOK A REALISTIC STORY AND PUT GREAT ACTORS IN IT"

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III. FEELINGS ABOUT ADVERTISING: SUMMARY

- ✓ **TARGET REPRESENTS MOST SOPHISTICATED COMMUNICATION/MEDIA CONSUMERS**

- ✓ **TARGET USES SAME CRITERIA TO JUDGE THE APPEAL OF ADVERTISING AND MOVIES**
 - **TO APPEAL TO TARGET, CRITICAL THAT COMMUNICATION ADDRESS AUDIENCE IN A RELEVANT, REAL, INVOLVING WAY**

- ✓ **TO SUCCESSFULLY ACCOMPLISH THIS, IMPORTANT TO CONSIDER:**
 - **ESTABLISHING PERSONAL LINK WITH CONSUMER TO FACILITATE VIEWER IDENTIFICATION**
 - **VIA RECOGNITION OF TARGET'S CORE VALUES, NEEDS, INTERESTS OR EXPERIENCES**

 - **ROLE OF EXECUTIONAL ELEMENTS**
 - **TARGET ATTENTIVE TO BOTH VISUAL AND VERBAL COMMUNICATION**

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IV. CONCLUSIONS/IMPLICATIONS

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IV. CONCLUSIONS/IMPLICATIONS

- ✓ **SOCIETAL CHANGES OVER PAST DECADE REQUIRE LOOKING AT 18 TO 24 YEAR OLD TARGET IN NEW LIGHT**
 - **MOVEMENT AWAY FROM MATERIALISM TOWARD SELF-FULFILLMENT**
 - **ADOPTION OF NEW VALUES, BACK-TO-BASICS WHOLESOMENESS**
 - **HEIGHTENED SOCIAL CONSCIOUSNESS/ACTIVISM REGARDING WORLD PROBLEMS**
 - **U.S. YOUNG ADULTS PART OF HOMOGENEOUS GLOBAL YOUTH CULTURE**

✓ **THUS, AS TARGET ENTERS ADULthood, APPROACHING
TRANSITION WITH DIFFERENT ORIENTATION THAN PREVIOUS
GENERATION**

-- **STILL ANXIOUS/EXCITED ABOUT NEW "ADULT"
CHALLENGES LIKE CAREER AND RELATIONSHIPS**

● **ADMIRE SOMEONE WHO IS WELL-BALANCED,
IN-CONTROL AND CAN SUCCESSFULLY HANDLE
INDEPENDENCE YET IS CARING/SENSITIVE**

- **PREVIOUS RESEARCH INDICATES THAT
MARLBORO REPRESENTS THESE ASPIRATIONAL/
APPROACHABLE TRAITS WHICH HELPS EXPLAIN
THE BRAND'S ENORMOUS APPEAL TO TARGET**

-- **HOWEVER, GONE IS THE EXCESSIVE DRIVE TO "HAVE IT
ALL - NOW"**

✓ **TODAY, THERE IS A RETURN TO THE APPRECIATION OF THE
"BASICS", SIMPLER, MORE WHOLESOME VALUES**

-- DESIRE FOR "REAL" RELATIONSHIPS

-- CONCERN FOR OTHERS

-- INTEREST IN IMPROVING ONESELF

-- EVERYTHING IN MODERATION

● **PERHAPS "PRICE" BRANDS APPEAL TO TARGET'S NEW
SENSE OF PRACTICALITY/SENSIBILITY**

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✓ **WHILE THIS MAY SOUND LIKE THE '50s, THERE'S A '90s TWIST**

-- **TARGET HAS BROAD HORIZONS, A WORLD VIEW AND IS CONCERNED ABOUT GLOBAL ISSUES**

-- **ADDITIONALLY, PERCEPTION OF "IDEAL MALE" LESS MACHO/MORE SENSITIVE**

● **MAY IMPACT/REDEFINE "FEMININE IDEAL" WHICH HAS OBVIOUS IMPLICATIONS FOR SLIMS**

✓ **AS CONSUMERS, THIS TARGET STILL TENDS TO BE EXPERIMENTAL**

-- **HOWEVER, EXPERIMENT WITHIN "SAFE" BOUNDARIES**

● **PEER GROUP PROVIDES IMPORTANT INFLUENCE/REASSURANCE**

✓ **REGARDING LIKEABLE ADVERTISING, TARGET REQUIRES COMMUNICATION TO BE RELEVANT/INVOLVING**

-- **CONSISTENT WITH FUNDAMENTAL PRINCIPLES OF EFFECTIVE COMMUNICATION**

✓ **HOWEVER, TARGET MORE CRITICAL VIEWERS DUE TO EXPOSURE TO SOPHISTICATED MEDIA**

-- **MORE ATTENTIVE TO EXECUTIONAL ELEMENTS**

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✓ **THESE FINDINGS HAVE IMPLICATIONS IN THE FOLLOWING
AREAS:**

- ADVERTISING DEVELOPMENT**
- MERCHANDISE/PROMOTIONAL EFFORTS**
- NEW PRODUCT PLANNING**

ADVERTISING DEVELOPMENT

✓ FINDINGS RAISED SOME STRATEGIC BRAND IMAGE/ POSITIONING ISSUES

-- HOW DOES TODAY'S TARGET DEFINE:

- "IDEAL MALE" VALUES?**
- "IDEAL FEMALE" VALUES?**
- STATUS/SUCCESS?**

✓ TARGET INSIGHTS ALSO PROVIDED BROAD EXECUTIONAL DIRECTIONS

- CONFIRMED THAT TARGET STILL VALUES A RELEVANT
MESSAGE COMMUNICATED IN AN INVOLVING WAY**
- NEED TO CRITICALLY REVIEW QUALITY OF EXECUTIONAL
COMPONENTS**
- SUGGESTS THAT CAREFUL TREATMENT OF THE
ENVIRONMENT/LAND IS CRITICAL**
- CASTING PERSONALITIES THAT PROJECT "BALANCED"
ASPIRATIONAL TRAITS**

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MERCHANDISE/PROMOTIONAL EFFORTS

✓ ENVIRONMENTALLY BASED IDEAS WOULD BE HIGHLY VISIBLE/ RELEVANT

**-- COULD DEMONSTRATE ECOLOGICAL RESPONSIBILITY IN
FOLLOWING WAYS:**

- MANUFACTURE PACKS/CARTONS FROM RE-CYCLED
PAPER PRODUCTS**
- SAVINGS GENERATED BY REDUCING MARKETING FUNDS
ON "PRICE" BRAND COULD BECOME CORPORATE
CONTRIBUTIONS TO KEY CAUSES**
- SPONSORING BENEFIT CONCERTS**

NEW PRODUCT PLANNING

- ✓ **IMPLICATIONS OF GLOBAL GENERATION SUGGEST POTENTIAL ECONOMIES**
 - **SUCCESSFUL U.S. "YOUTH" TRADEMARKS/CAMPAIGNS MAY APPEAL TO INTERNATIONAL MARKETS**
 - **CONVERSELY, SUCCESSES ABROAD MAY WORK IN U.S.**

- ✓ **GLOBAL OUTLOOK SUGGESTS THAT OPPORTUNITY MAY EXIST TO INTRODUCE BRAND AS AN "IMPORT" OR WITH "IMPORT/INTERNATIONAL" IMAGERY**
 - **MAY OFFER DISTINCTIVE/INDIVIDUALISTIC APPEAL**

- ✓ **OBVIOUSLY, ANY HYPOTHESES BASED ON THESE FINDINGS NEED TO BE CONFIRMED/QUANTIFIED**

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APPENDIX

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FAVORITE FASHION

Contemporary/casual

Guess jeans
Kick-it
The Limited
Sweaters
Comfortable
Cottons from Putomayo
Esprit
LA Gear
Benetton
Cute clothes

Sophisticated/upscale

American designer

Polo/Ralph Lauren
Alexander Jullian Colours
Calvin Klein
Anne Klein II
Betsy Johnson

European designer

Armani
Bally shoes
Hugo Boss

Uniform

Levi's
Leather jacket
Jeans jacket

Fashion apathy

Funky

Outrageous
Mini-skirts
Stretch pants
Sashi boots
Weird/unique
Unknown

Conservative

Brooks Brothers suits
Stafford suits

Q: "If you were going to buy a new outfit, what brand or label would you buy?"

GIFTS

Cars

Small Toyota truck
Car(not specific)
Honda Prelude
Car to fix up
Honda Accord

Everyday/\$

Couch/bedroom set
College education paid for
Oriental rug
Painting supplies
Savings for family
Full cover insurance
Apartment
Pots and pans

Clothes

New wardrobe
Nice wool suit
Dunhill lighter
Nice jewelry
Lots of clothes
Stretch pants
Dancing clothes/mini-skirt
\$200 gift certificate
for clothes
Bullocks/Broadway clothes

Electronics

Keyboard
Musical equipment

Trip

Ticket to NY

Homes

Condominium/4 flat
House in California by sea
Upper east side condominium
Furnished house
Soho loft

Cars/transportation

Porsche 911 convertible
Jaguar/Jaguar XL9
Mercedes convertible
Supersonic plane
40 foot cabin cruiser
Sailboat

Trips

Europe
Caribbean/tropics/exotic

Money

\$/ \$5 million

Electronics

German stereo
Entertainment center/VCR/TV/CD

Intangible

Content/nothing/having all
need to be happy

Other

Season tickets for Mets for
life

Q: "I'd like you to imagine that you are going to be receiving some gifts. If money was not an issue, what three things would you ask for?"

FAVORITE MUSICAL ARTISTS/GROUPS

Classic Rock n' Roll

U2
Led Zeppelin
Steely Dan
Little Feet
Doors
Pink Floyd
Bob Dylan
Heart
INXS
Pretenders
Rolling Stones
Phil Collins
Chicago
Elton John

Pop

Prince
Michael Jackson
Vanessa Williams
Dionne Warwick
Cindi Lauper
Boy George
Gamma Rays
Sting
Bananarama
Madonna
FYC

Downtown/club music

The Cure
REM
Talking Heads
Dead or Alive
Kraftwerk
Smiths

Heavy Metal

Def Leppard
Poison
Bon Jovi
Public Enemy
Skid Row
Ledda Ford
Ozzy Osborne
The Cult

R & B/Soul

Grover Washington
Kenny G.
George Benson
Soul to Soul
Patty LaBelle
Sheena Easton
Dela Soul
BB King

Jazz

Joan Armatrading
David Sanborn
Basia
Jon Coltrane

Folk Rock

Ricky Lee Jones
Tom Waite

4AD

Cocteau Twins
Throwing Muses

Country

Patsy Cline

New Age

Andreas Wollenweider

Reggae

Bob Marley

Classical

Bach

Q. "Who are your three favorite musical artists or groups?"

FAVORITE SONGS

Classic Rock n' Roll

Learning to Fly/Pink Floyd
What You Need/INXS
Never Tear Us Apart/INXS
INXS song
With or Without You/U2
I'm Your Robot/Elton John
Rolling Easy/Little Feet
Popsong '89/REM
I'm Sorry/Hothouse
Flowers
Handle With Care/Traveling
Wilburys
Burning Bed/Midnight Oil

Pop

Like a Prayer/Madonna
Little Wing/Sting
She Drives Me Crazy/FYC
Could've Been/Tiffany
Dreaming/Vanessa Williams
The Captain/Michael Jackson
Another World/Gamma Rays
Faith/George Michael
Lady in Red
Lady in Red

Heavy Metal

Every Rose Has It's Thorn/
Bon Jovi
I'll Be There for You/Bon Jovi
Nothing But Hood Times/Poison
Fire Women/The Cult
Easy White Snake/The Cult
When I Close My Eyes/Ozzy & Leda
Don't Believe the Hype/
Public Enemy
Love/Van Halen
Hate Myself for Loving You/
Joan Jett
Chains of Love/Docken

R & B/Soul

Keep on Moving/Soul to Soul
Jennifer, Oh, Jennifer/Delasoul
Summer Madness/Kool & the Gang
Taris Trent Darby song
James Says/James Edition
My Prerogative/Bobby Brown

Jazz

Hideaway/David Sanborne
Time and Tide/Basia
City Girl/Joan Armatrading
Are You Going Home with Me/
Pat Metheney
Squids/Michael Brecker

Downtown/club music

Girlfriend in a Coma/Smiths
Big Fun/Innercity
Driven Out/FIXX
Sail Away

Adult Contemporary

Wind Beneath My Wings/Bette Midler
Main song from the Phantom of the
Opera/Barbara Streisand
Giving You the Most That I Got/
Anita Baker

Folk Rock

Rainbo Sleeve/Ricky Lee Jones
Fast Car/Tracy Chapman
I Am What I Am/Edie Brickell

Country

Walking After Midnight/Patsy Cline

New Age

Down to the Moon/Andres
Wollenweider

Other

Lovely Day/Bill Withers
Playing Our Song
Desire of the Heart/Christ Ferris
Could Have Been Better
Falling Into the Earth/Same Phillips

Q. "Thinking about the songs you've heard over the last year, what are your three favorite songs?"